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## **Paul Mitchell Schools Raise \$1.7 Million for Nine Charities**

**Star-Studded Celebration Includes Betty White, Dolly Parton,  
Donny and Marie Osmond, and Leeza Gibbons**

(COSTA MESA, Calif. – May 5, 2011) “Once again, it looks like no one told our future professionals about the bad economy, because they raised \$1.7 million for charity in our three-month ‘FUNraising’ campaign,” said Paul Mitchell Schools Dean and Cofounder **Winn Claybaugh**. The results were announced at the schools’ annual Magic of Memories Dinner on May 1 at the Island Hotel in Newport Beach, CA. Now in its eighth year, the annual campaign topped last year’s high, bringing the grand total to over \$6 million.

Each year, the nationwide network of cosmetology schools chooses charitable organizations to support, raising an average of \$5–10 at a time with grassroots events like cut-a-thons, hair shows, car washes, bake sales, and “Casual for a Cause” days.



“As you can imagine, it takes a whole lot of those little donations to add up to \$1.7 million, but we’re committed and consistent,” Claybaugh said. “There’s something going on every day inside our Paul Mitchell Schools. This is not a sprint; it’s a three-month marathon.”



The annual campaign culminates in a gala celebration, with superstar celebrities on hand to represent their charities and help announce the final results. This year’s special guests included **Betty White**, representing Morris Animal Foundation; **Dolly Parton**, for Imagination Library; **Donny and Marie Osmond**, on behalf of Children’s Miracle Network Hospitals; **Leeza Gibbons**, who shared co-hosting duties with Claybaugh and represented the Leeza Gibbons Memory

Foundation; and **John Paul DeJoria**, Chairman and CEO of Paul Mitchell, representing Food 4 Africa. **Fran Drescher's** Cancer Schmancer Foundation was also chosen this year, and Fran was a huge hit with her surprise appearance to thank the 2,500 future professionals attending their big Caper event in Las Vegas in February.



Claybaugh reports that all money raised in the campaign goes directly to the charities. “All of our partners graciously appeared in support of the foundations they represent,” he said. “Not one celebrity is paid to be there, including Donny and Marie, who generously entertained at the dinner and at our February event, along with members of their band.”



Even the dinner is a FUNraiser, Claybaugh says. “We have incredibly generous donors who sponsor the dinner and provide goody bags, and we sell tickets. This year we had a surplus, which of course we had to give away!” The extra \$25,000 went to No Barriers, a nonprofit organization started by **Erik Weihenmayer**, best known as the blind man who climbed Mt. Everest.

At their biannual owners meeting held the same weekend, Paul Mitchell school owners raised an additional \$106,250 for deaf comedian and motivational speaker **Kathy Buckley's** organization, No Limits, which provides educational programs and accessibility for deaf and hard-of-hearing children.

“People often wonder why we’re involved in FUNraising,” Claybaugh says. “Yes, we teach the skills needed for a successful career, but we also teach the skills needed for a successful life. Giving back giving back is a cornerstone of our philosophy.”

## Magical Moments at Magic of Memories

Highlights of the evening included Donny Osmond singing “Puppy Love” to an adoring Betty White; Marie Osmond singing a heartfelt tribute to her late son Michael; Dolly Parton inviting everyone to join her in an impromptu acapella version of “9 to 5,” and the announcement of the top ten FUNraising schools. This year, Paul Mitchell The School – Dallas set a new benchmark, topping the \$100,000 mark to take first place.





Winners of the “First 50” contest were also recognized; the first 50 students to raise \$3,000 won a trip to the dinner and a day of hands-on education the following day with leading artists and educators including NAHA winners **Vivienne Mackinder, Lucie Doughty, and Melissa Jaqua**; “Hollywood Hair Guy” **Dean Banowetz**; salon owner and educator **Abe Barron**; and Paul Mitchell School owner **George Morales**.

“Tonight, that room was full of love,” Dolly Parton said. “Faith and love can move mountains and it is pretty clear to me the Paul Mitchell family will continue to move a bunch of mountains.”

“Morris Animal Foundation is grateful to all Paul Mitchell future professionals for raising more than \$100,000 to help us create a healthier tomorrow for animals,” said Betty White. “Their hard work and dedication to help animals around the world is truly amazing. My hope is that they continue to help us spread the word about the importance of animal health and welfare.”

### Where the Money Goes

Andrew Gomez Dream Foundation	\$821,099
Children’s Miracle Network Hospitals	\$200,000
Morris Animal Foundation	\$150,000
Dolly Parton’s Imagination Library	\$150,000
Leeza Gibbons Memory Foundation	\$100,000
Food 4 Africa	\$100,000
Cancer Schmancer	\$50,000
Franciscan Haircuts from the Heart	\$35,000
NCA Disaster Relief Fund	\$15,000



## Top Beneficiaries to Date

Leeza Gibbons Memory Foundation	\$1,002,987
Children’s Miracle Network Hospitals	\$400,000
Food 4 Africa	\$350,000
Larry King Cardiac Foundation	\$300,000
Habitat for Humanity	\$170,000
NCA Disaster Relief Fund	\$169,000
Morris Animal Foundation	\$150,000
Dolly Parton’s Imagination Library	\$150,000
Cancer Schmancer	\$150,000
Franciscan Haircuts from the Heart	\$160,000
Kathy Buckley’s No Limits	\$126,250
American Red Cross (Haiti relief)	\$100,000
City of Hope	\$87,000
Pancreatic Cancer Action Network	\$50,000
Erik Weihenmayer’s No Barriers	\$25,000
CUT IT OUT	\$25,000

## 2011 Top 10 Schools

Paul Mitchell The School – Dallas	\$101,552
Paul Mitchell The School – Salt Lake City	\$68,581
North Haven Academy – A Paul Mitchell Partner School	\$60,035
Paul Mitchell The School – Sterling Heights	\$56,721
Paul Mitchell The School – Chicago	\$40,627
Carolina Academy – A Paul Mitchell Partner School	\$38,000
Cincinnati Academy – A Paul Mitchell Partner School	\$37,000
Paul Mitchell The School – Nashville	\$36,651
Paul Mitchell The School – St. Louis	\$35,200
Paul Mitchell The School – St. George	\$32,367

## About Paul Mitchell Schools

At [Paul Mitchell Schools](#), our teaching style is unique. We believe that education is an adventure and the learning experience needs to be fun. When visitors tour a Paul Mitchell School, they notice something different—a positive learning environment everywhere they look. The culture within every Paul Mitchell School campus inspires confidence and success. Each school is a learning community that provides future professionals with the opportunities to develop essential skills while exploring their talents, passion, and creativity. Paul Mitchell School instructors—we call them “learning leaders”—are trained to draw out the artist in every student and prepare them to compete in the real world. Rather than concentrate only on the basic training needed to pass state licensing board exams, Paul Mitchell Schools provide a well-rounded lifestyle education. Our experienced staff members are specially trained to help future professionals explore all of their creative and professional possibilities.

## About the Supported Charities

[The Andrew Gomez Dream Foundation](#) was founded to honor a cosmetology student whose struggle against mental illness ended tragically in suicide. The foundation helps disadvantaged or hard-hit cosmetologists and cosmetology-related enterprises. Funds have provided educational opportunities, hurricane relief, and support in the fights against breast cancer, domestic violence, and other destroyers of self-esteem.

[The Leeza Gibbons Memory Foundation](#) (through its signature program, LEEZA'S PLACE) provides caregivers and their loved ones impacted by chronic illness with support, guidance, and referrals as well as a calendar full of programs designed to educate, empower, and energize.

[Children's Miracle Network Hospitals](#)® raises funds for 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, ensuring that every dollar is helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible.

[Morris Animal Foundation](#) helps animals enjoy longer, healthier lives. We advance health and welfare research that protects, treats, and cures companion animals, horses, and wildlife worldwide.

[Dolly Parton's Imagination Library](#) inspires a love of reading and a love of books by gifting a brand-new book each month to over 600,000 preschool children. By working with local sponsors, Dolly has now mailed over 30 million books in her efforts to encourage all children to Dream More, Learn More, Care More, and Be More!

[Cancer Schmancer Movement](#), founded by Fran Drescher, is a nonprofit organization dedicated to ensuring that all women's cancers be diagnosed while in stage 1, when they are most curable.

[Food 4 Africa](#) is committed to supplying at least one vitamin- and mineral-enriched meal each day to the children of South Africa, where the HIV/AIDS epidemic has left countless numbers of orphaned children and more than a million preschool children do not receive sufficient food.

## Related Links

Paul Mitchell Schools FUNraising Web site: [www.paulmitchellschoolsfundraising.org](http://www.paulmitchellschoolsfundraising.org)

Paul Mitchell Schools 2011 FUNraising video: [http://youtu.be/97ihRTq\\_Lqg](http://youtu.be/97ihRTq_Lqg)

YouTube: Donny Osmond Serenades Betty White at Paul Mitchell Schools gala event: [http://youtu.be/sJkGjyIOH\\_0](http://youtu.be/sJkGjyIOH_0)

Leeza's Blog: Paul Mitchell Schools Raise \$1.6 Million to Help Support Eight Featured Charities: [http://youtu.be/sJkGjyIOH\\_0](http://youtu.be/sJkGjyIOH_0)

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